KENT COUNTY SHOW

EST. 1923

9, 10 & 11 JULY 2027



@kentcountyshow

TRADE EXHIBITOR PACK













Supporting farming since 1923

01622 633061 www.kcas.org.uk

Tradestands@kentshowground.co.uk

Kent County Agricultural Society is committed to putting farming and agriculture at the forefront of its biggest annual event, the Kent County Show. Aiming to champion the county's agricultural community, promote education in food production and livestock breeding, and celebrate rural crafts and vocations.





9th, 10th & 11th July 2027

Kent Showground,
Detling, Maidstone
ME14 3JF





The three-day Kent County Show is a showcase event for farming, countryside and rural life in Kent, bringing together the very best of what the 'Garden of England' has to offer. With a range of trade stand options, we have something to suit every business and budget. Our team are happy to guide you through the booking process and answer any questions.

WHY TRADE?

The Kent County Show is a spectacular three-day event which takes place each July at the Kent Showground in Detling. The Show hosts a variety of competitions, fascinating attractions and interactive areas, offering something for every visitor to enjoy. This large and prestigious event is a fantastic way to spotlight your business and connect to our well-established audience.

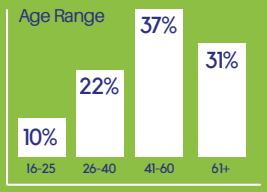


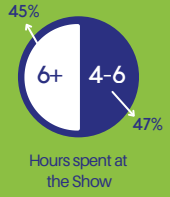
MEDIA COVERAGE

ITV MERIDIAN · KMFM KENT'S BIGGEST HITS · made in Kent RADIO · BBC SOUTH EAST TODAY · BBC RADIO KENT

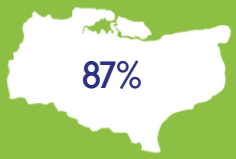
VISITOR PROFILE

Average Attendance
70,000





Hours spent at the Show



Visitors are from Kent

OUR DIGITAL PRESENCE

21K
Facebook followers

6.6K
Instagram followers

1.5M
Website views

24.5k
Email Subscribers

TRADE STAND OPTIONS

Blue Trade Areas

Our Blue trade sites are situated along our prime shopping roadway, the Edward Hardy Avenue. This avenue is bustling with visitors and receives some of the highest footfall of all the shopping areas. All pitches will be outside and mainly on grass, with no marquees or gazebos provided by the Society. Sizes start at 3m frontage with 3m depth and increase in multiples of 3m. We have a high standard of trade stands on our blue avenue, therefore the society will decide if they feel your stand fits the criteria to be positioned here.

Green Trade Areas

Green trade sites are our general trade stands situated in various key locations across the Showground. Pitches are all outside, mainly on grass with some limited stands on tarmac available, no gazebos or marquees will be provided by the society. Sizes start at 3m frontage by 3m depth and can only be increased in multiples of 3m.





Yellow Trade Areas

Our Yellow trade sites are along The New Kent Road, which is an additional shopping area parallel to the prime avenue aimed at local Kent up and coming businesses, perfect for craft and artisan traders. All pitches will be outside and mainly on grass, with no marquees or gazebos provided by the Society. There are a limited number of these pitches available so please enquire early if interested.



*Layout subject to change



TRADE STAND PRICES

When calculating your stand costs, please ensure that you have sufficient space to allow for all items which are needed, **including ground plates, tent guy ropes, and any vehicles. No equipment will be allowed to trade outside the boundary of your trade stand.** Please check with your marquee contractor if you are in any doubt before reserving your space.

If you wish to secure a corner stand then please make this known at the point of booking to the Trade Stand Coordinator who will accommodate all requests were possible. An additional cost of £100 is applied to corner stands.

The society allocates a number of ONE day allocated tickets depending on the size of the stand. Additional tickets can be purchased. One day tickets are £16 each or a Three day ticket is £45 each.

All prices are excluding VAT

Frontage	Depth	Blue Zone	Green Zones	Yellow Zone	Any one day ticket allocated
3m	3m	£392	£350	£280	9
3m	6m	£464	£423	£301	9
6m	3m	£567	£525	£322	9
6m	6m	£742	£675	£374	9
6m	9m	£809	£737	£426	9
9m	3m	£845	N/A	N/A	9
9m	6m	£1,102	£1,004	N/A	9
9m	9m	£1,205	£1,097	£529	9
9m	12m	£1,349	£1,231	N/A	9
9m	18m	£1,637	N/A	N/A	12
12m	6m	£1,467	£1,334	N/A	12
12m	9m	£1,596	£1,457	N/A	12
12m	12m	£1,797	£1,632	N/A	15
12m	15m	£1,941	£1,766	N/A	15
15m	6m	£1,897	£1,648	N/A	12
15m	12m	£2,239	£2,039	N/A	15
15m	15m	£2,420	£2,203	N/A	15
18m	12m	£2,404	£2,404	N/A	18
18m	15m	£2,903	£2,641	N/A	15
21m	15m	£3,382	£3,078	N/A	18
15m	21m	£2,373	N/A	N/A	18

FESTIVAL OF FOOD STANDS

We have a dedicated 'Festival of Food' area, located on both the Edward Harvey Avenue, and Churchill Avenue this year we have two marquees going from one roadway to the other. Offering 3m x 3m or 6m x 3m stands in shedding bays, for those selling fresh food items and confectionary such as, sweets and cake, pies and pastries, cheese and meats, or fruit and vegetables. Bottled alcohol, or those handing out samples are included. Please get in touch if you are unsure whether you fit into this category.



Frontage	Depth	Festival of food	Any one day tickets allocated
3m	3m	£570	9
6m	3m	£975	9



FOOD MARKET STANDS

Frontage	Depth	Food markets	Any one day tickets allocated
3m	3m	£410	9
6m	3m	£730	9

General food market stands are still available and are located outside at various points throughout the showground, these are limited and you will need to provide your own gazebo



SPECIALIST STANDS



Our Specialist Trade Areas offer the opportunity for businesses from selected areas of interest to trade with us at a discounted rate. The application for a specialist trade area must meet the qualification criteria as set out below.

Agricultural - Trade stands must solely relate to the agricultural industry or breed societies. Examples include agricultural machinery or services, livestock feed, etc.

Country & Canine - Trade stands must relate to country and , rural life or dog food, accessories or bedding etc.

Equine- Trade stands must relate to tack, feed, bedding, transport, stabling, equine fencing, equipment or accessories.

Horticulture - Trade stands must relate only to the selling of flowers, plants and/or trees.

Frontage	Depth	Price	Any one day allocated tickets
6m	6m	£338	9
6m	9m	£369	9
9m	6m	£503	12
9m	9m	£549	9
9m	12m	£598	9
12m	6m	£668	12
12m	9m	£729	12
12m	12m	£817	12
12m	15m	£884	15
15m	12m	£1,020	15
15m	15m	£1,102	12
15m	18m	£1,182	12
15m	24m	£1,239	15
15m	15m	£1,495	18
15m	27m	£1,364	15
18m	12m	£1,213	18
15m	15m	£1,321	18
18m	18m	£1,416	21
21m	15m	£1,416	21
21m	18	£1,653	21



All specialist trade stands are located in standard sites in the relevant areas of the Show and benefit from good footfall. Please refer to the enclosed map for further details on location. The cost for specialist trade stands are as general trade fees with set discounts for each category. Please contact our trade stands team for more information.

Country, Game & Canine

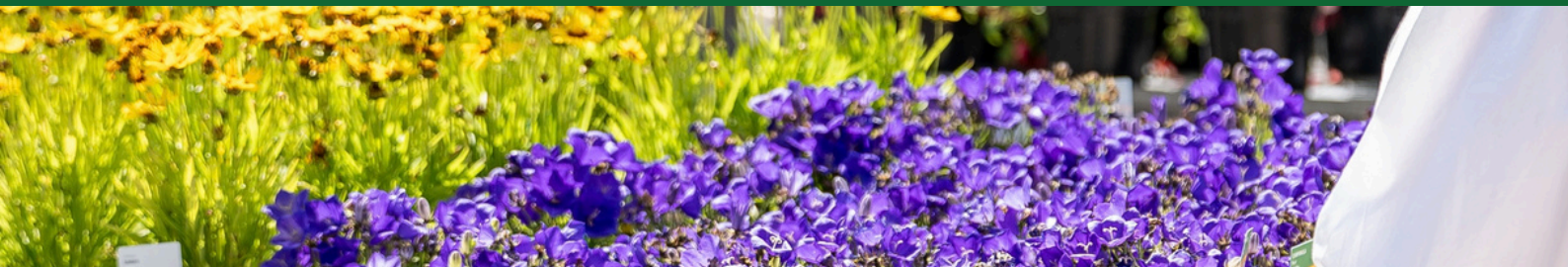
Frontage	Depth	Price	Any one day tickets allocated
3m	3m	£280	9
3m	6m	£338	9
6m	3m	£420	9
6m	6m	£540	9

Equine

Frontage	Depth	Price	Any one day tickets allocated
3m	3m	£210	9
6m	3m	£315	9
6m	6m	£405	9
6m	9m	£442	9
9m	6m	£603	9
9m	9m	£658	9
12m	6m	£800	12
12m	9m	£874	12
12m	12m	£979	12

Horticulture

Frontage	Depth	Price	Any one day tickets allocated
Display Garden	3m x 10m	£206	9
3m	3m	£245	9
6m	3m	£368	9
6m	6m	£473	9
6m	10m	£321	9
9m	9m	£768	9
9m	12m	£862	9
12m	6m	£934	12
12m	9m	£1,049	12
12m	12m	£1,142	12
15m	12m	£1,426	12



APPLICATION PROCESS

HOW TO APPLY:

All applications must be submitted via Showing Scene, this must include a photo of your set up, products and include necessary insurance documents. We only accept applications for all 3 days of the show and the stand must be open from 8am to 6pm each day.

Upon applying for your stand, you will be required to pay a 45% deposit. This will be taken before your application is sent for a review by our team. Each exhibitor must complete the show guide description section of the application form and select the category most suited to you.

Once you have applied for your stand, our Trade team will review this application and let you know if you have been successful.

If you are unsuccesful for the show, we will refund your 45% deposit back to your method of payment.

Please see the link below for subbmitting your applicaation.
https://showingscene.com/events/trade/kent-county-show-2027-jul-2027/trade-goods.

REFUSAL OF APPLICATIONS

The Society reserves the right to reject any application for trade stand space and we reserve the right to cancel the exhibitor's use of the trade stand at any time without reason being given.

WITHDRAWAL OR CANCELLATION OF SPACE

Where an exhibitor withdraws from the Show or cancels the space for any reason, the following refunds will be received.

Up to the 31st March 2027 50% + VAT refund
From 1st April 2027 No refund

IMPORTANT APPLICATION DATES

Prices starting from as little as £210

Oct 2026

Applications via Showing Scene will be available from the start of October for Traders and Caterers to apply for the Kent Show.
Upon applying, you will be asked for a 45% depsoit , if we review the application and you are not successful, this will be returned to you via the payment method used.

May 2027

Deadline for all exhibitors. Full payments will be due and need to be paid by 17th May along with us checking all documentation such as public liability etc. We require all documentation and full payment before your space is 100% garunteed.

18th June 2027

Animal Declerations form deadline (If Aplicable)
Alcohol Decleration form deadline (If Aplicable)
Electricity booking and payment direct through our supplier (A link to do this will be shared with you upon booking your stand)





If you're new to exhibiting at the Kent County Show or are unsure about which option or space might be best for your business, please get in touch with our Trade Stand Coordinator, Sarah. We are happy to answer any questions you have and guide you through the application process. Please try not to leave any concerns until Show days as we will be less able to resolve any issues you have with your location etc.

tradestands@kentshowground.co.uk 01622 633061





TRADE STAND COMPETITION

Every trade stand will be entered into one of the categories below (the Society holds the right to choose which category a stand will be entered into if more than one category applies). Winners will be announced on the Friday afternoon with certificate Presentation and official photographs taking place.

The competition will be judged on The 2027 Categories are listed following criteria below:

1.Design and attractiveness of the trade stand
2.Relevance and quality of product
3.Welcoming, staff representation and customer service
4.Originality or wow factor
5.Clarity of Organisation Stand
6.Does it help educate the public (if appropriate)

1. Best Agricultural Stand
2. Best food Market Stand
3. Best Food Catering Unit
4. Best Small Trade Stand (3m-12m)
5. Best Large Trade Stand (12m+)

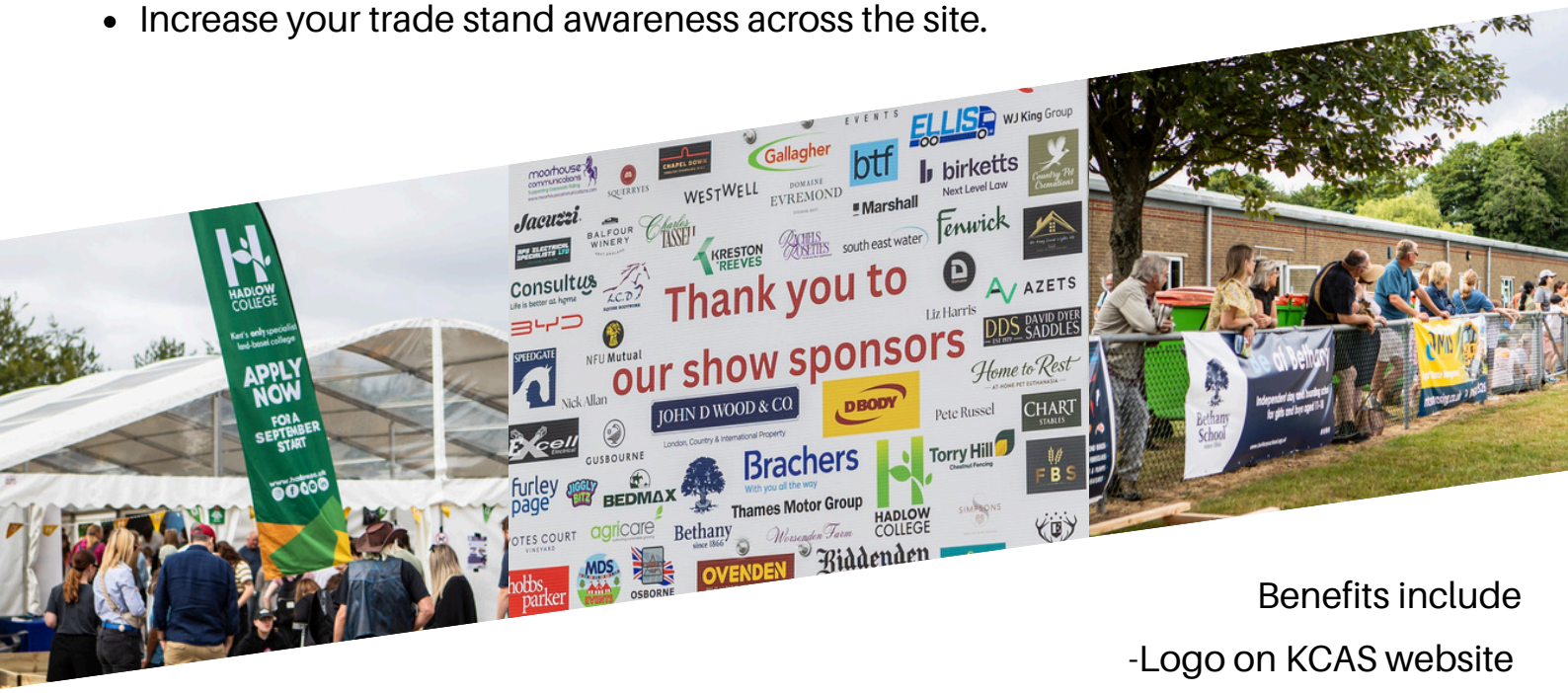




SPONSORSHIP

Why sponsor?

- Target an average annual of footfall of 70,000 people over three days
- We take a consultative approach where we can tailor a package that is right for you and your business.
- Increase your trade stand awareness across the site.



Sponsorship Opportunities:

- Banner Advertising
- Show area sponsorship
- Competition sponsorship
- Media and print
- Section sponsorship
- Corporate and hospitality
- Corporate member sponsorship

Benefits include

-Logo on KCAS website

-Mention in the showguide

-Access to our sponsors lounge

-Logo on sponsors boards across the showground

-Photo opportunities

Prices Start from **£110 + VAT**

Contact us Today!

www.kcas.org.uk 01622 630975 rebecca.denny@kcas.org.uk

TRADE STAND REGULATIONS

Please read our trade stand rules and regulations thoroughly before completing your application. By submitting your application you are agreeing to abide by these terms and conditions. Any trader not adhering to these regulations could be asked to leave the Show without reimbursement and receive a ban from future events.

The sale of jokes and tricks, including any items containing or capable of discharging any noxious smell, noise, coloured spray, foam or other product that could be a nuisance to any other person on the Showground is not permitted. Any misrepresentation of goods on application will result in the trade stand and goods being removed from the Showground without compensation.

In light of Martyns Law coming into effect, the sale or demonstration of Knives, catapults, shotguns, pellet guns or any of this nature are strictly prohibited. If you are found to have these objects on your trade stand, you will be removed from the showground and recieve a potential ban from future events.

As well as the sale of these products, the society will only be able to accept a very limited amount of static vehicles on the showground during shows, this means that when applying for your stand, please give a detailed reason as to why you would require a static vehicle and this will be part of your detailed review by our team. Please note, this is a goverment law that we have to adhere too.

'Cheap jack' traders and auctions

Vendors of 'cheap jack' articles or itinerant vendors who may have gained admission to the grounds will be evicted immediately. The selling of goods by action, shouting, or behaviour that causes a nuisance to visitors or other exhibitors is strictly forbidden. Staff and trade stand stewards will be patrolling the site regularly and will have the power to remove offending exhibitors and their goods from the Showground should they be caught breaking this rule.





Political activity

Applications for any Political Party or Organisation cannot be accepted, nor any political activity on the Showground tolerated.

ALLOCATION OF SITES

Please check trade stand prices and spaces (refer to the enclosed map) carefully before submitting your application. We will try our best to put you in your preferred location but please note this isn't always possible.

- Allocation of sites and positioning of trade stand space is entirely at the discretion of the Society, although every endeavour will be made to meet any request made by an exhibitor about the position of their stand.

- No refund will be given if an exhibitor is not satisfied with the location of their stand upon arrival to the Show. Under no circumstances will abuse towards our staff or volunteers be tolerated. Anyone who does so may be asked to leave the premises and not invited to return to any further events.

- We will try to accommodate the same space as you have held in previous years. However, it is your responsibility to make any requests known at the point of booking as spaces are not guaranteed.

- Boundaries of sites will be marked with white pegs at the front of the stand, and metal plates at the back of the stand. In no circumstances will exhibitors be allowed to occupy a larger space then has been allocated to them. If an exhibitor uses any part of the Showground outside the boundary, or goes over the front line, they will have to pay for any additional space used as the Society see's fit.

You must provide your own marquee or gazebo if required. There is no shedding available, and we are unable to provide any marquees or gazebos.
Please note, the map is subject to change.

HEALTH & SAFETY AND LEGAL REQUIREMENTS

Health and safety

Anyone exhibiting at the Kent County Show should be aware of their duties under the Health & Safety at Work Act 1974, and are required at the time of booking, to provide a completed risk assessment addressing all the risks associated with attending the Show.

Electricity

All electrical equipment should be PAT tested before being used at the Show and we advise you seek surge protection.

Insurance

All exhibitors must carry Public Liability Insurance with the minimum limit of indemnity required for your business. This must be submitted along with your application, or prior to the Show. Exhibitors should also hold the relevant Employers Liability Insurance where required by statute. Under the Consumer Protection Act 1998, all exhibitors supplying goods or services should hold product liability insurance under an annual policy.

Loss, theft or damage

The Society will not be held responsible for the loss, theft or damage of any vehicles, goods or marquees etc. on site before, during and after the event. All exhibitors are fully responsible for the security of their stand and stock at all times before, during and after.

Food and drink regulations

You will need a personal license to sell alcohol at the Show. If you plan to sell alcohol, you will need to fill out an alcohol declaration form with your application and submit along with a copy of your personal license.

If you are selling food or soft drinks at the Show, you need to send your food handling certificate, food safety management documentation, gas certificate (if applicable) and electrical certificate along with your application.

Please note, this brochure does not cover catering units. If you would like to sell food or drink for consumption on site, please email Sarah at the tradestands@kentshowground.co.uk separately about catering units.

Fire safety precautions

Each exhibitor must conform to precautions against fire and provide a fire risk assessment for any space allocated to them and in any stand, exhibit, tent, marquee or other temporary or moveable structure erected or installed within their allotted space. All stands using bottled gas are required to have a Gas Safety Check. It is suggested the gas connection to have crimps fitted rather than jubilee clips.

All exhibitors who produce heat or are considered high fire risk are required to supply a suitable fire extinguisher on their stand. A CFOA form, which can be obtained from the Show Office, must be completed.

GENERAL SHOW REGULATIONS

Generators

For health and safety reasons, the use of generators is strictly forbidden.
All electricity required must be ordered via the application form. Any generators found to be used during the Show will result in an on-the-spot fine of £100 and may result in future disqualification.

Goods ordered at the Show

All orders taken at the Show must be dispatched promptly. Where the delivery time is more than three months after the closing date of the Show, customers must be made aware of this at the time of ordering. Failure to abide by this regulation may result in stands not being invited back in future years.

Litter

Exhibitors must have their stands and immediate adjoining avenues cleaned up at the close of the Show each day. Any litter should be placed in bins provided ready for collection by the Society's contractors. Anything for recycling should be placed on the road edge for collection each evening.





Livestock / Animals

If any animal is going to be kept on a stand as part of an exhibit during Show days, an Animal Declaration Form must be completed and returned along with your application. All exhibitors must conform to current legislation if they wish to keep animals on their stand.

Trade exhibitors with animals of any type on their stand should be aware that they must provide hand washing facilities or a map directing the public to the nearest hand washing facilities. The public should not be permitted to eat or drink in areas of animal contact.

Sale of birds or any other animal

The sale of birds and all other animals is strictly forbidden. Orders may be taken but no animal or bird can be exchanged during the Show period.

Dogs

Dogs must be kept on a lead at all times and are not permitted inside the livestock areas. Please ensure you clear up after your dog.

SIGNS AND ADVERTISING

Signs

- Trade signs must not be erected in a way that overshadows other stands.
- Where possible, flagpoles should be freestanding with a base plate and secured with marquee pegs. Please let the Show Office know if you wish to put flagpoles into the ground, this is due to an underground electric network. Any flagpoles must fit within your allocated space.
- Flags are not permitted around the display rings.

Advertisements

Advertising is available in the Show Guide. Please contact Jim Skwarek at Geerings Print Ltd on 01233 658611 or email jim.skwarek@geeringsprint.co.uk for more information.

It is strictly forbidden for any exhibitor to:

- Affix any placard or advertisement to any part of the Showground unless prior written permission has been obtained.
- Distribute leaflets or display advertisements on the Society's property, except on their own stand.
- Roam into the avenue and other stands, or around the Showground to encourage visitors onto the stand, to offer hand-outs, leaflets, or make charitable donations etc.
- Place leaflets/handbills on vehicles in car parks.

Press Office

The Press Office welcomes press packs and media information to be distributed to our media network. If you plan to hold a media event, please email the relevant information to emmas@kcas.org.uk or call 01622 633058, including details of stand name, timings, potential invitees and general details of the event.

Social Media

Please feel free to tag us in your social media activity and where possible we can help promote you. We post regular updates leading up to the Show via our social media platforms. **Tag @kentcountyshow on Facebook, Instagram & Twitter**



NOISE

Exhibitors must not use any public address equipment (PA system), call attention to their goods, or otherwise cause noise that disrupts visitors and traders. **Staff and Stewards are authorised to stop any activity which is deemed to be offensive.**

Two-way radio equipment

Exhibitors wishing to use two-way radio equipment must have the appropriate license. The Society requests that you inform us of the frequencies which are to be used at least one month before the Show.

Radio microphones

Exhibitors, demonstrators or display acts wishing to use radio microphones during the Show are required to inform the Society of the frequencies that they are intending to use, at least one month prior to the Show.

In regard to two-way radios and radio microphones, the Society reserves the right to limit the number of frequencies and power, should they interfere with the Society's own equipment or that of the main contractors. Any organisation using the same frequency will be asked to change, or cease using the equipment.









SERVICES

Electricity

If you require electricity on your stand, you will need to let us know this upon applying and we will send you a form to fill out.

Water

Standpipes are available at many points on the Showground. Water connections may be made to individual stands in certain areas only. Please complete the water form along with your application (please note we cannot guarantee that water connections will be available for all stands). A charge will be levied for stands requiring water for filling spas, swimming pools, ponds, etc.

Furniture hire

The Society does not hire out furniture to trade stands. Exhibitors should organise their own furniture, tables, chairs, gazebos etc.

Grass Cutting

The Society will keep all grass on the Showground mown up to two weeks prior to the Show (weather permitting). Fine cutting thereafter will be the exhibitor's responsibility.

Wifi

WIFI at the Kent Showground is minimal and there are no additional provisions in place to boost the network over the Kent County Show weekend. Therefore, there is no guarantee of this service and we recommend you source your own device to improve your own WIFI connectivity. Please note, clients who try and use their own equipment that issues DHCP will cause interruption and downtime which will not be our responsibility to isolate or resolve.

SECURITY AND VEHICLE ADMISSION

Security

The Showground covers over 60 acres, and while security is provided, it can only be in general terms. Security will be on Entrance 1 and Entrance 6, 24 hours a day from 8:00am on Monday 5th July to 12:00pm on Tuesday 13th July. Night security patrols will be in operation during this time.

In order to improve security, no person will be allowed onto the Showground from Wednesday 7th July to Tuesday 13th July without a valid ticket. Exhibitors will be issued with tickets for the Show days which will also be valid for setting up and breaking down days. You will also need to apply for a Static Vehicle pass if a vehicle is to remain on site during Show hours (as part of your stand only). Please know that due to Martyns Law coming into effect we will need to limit how many vehicles we have on site, we will be only accepting completely nessecary vehicles.

KCAS's security may carry out random security searches on all vehicles and trailers at any time without notice. Refusal of this request may result in attendance of Kent Police.



Vehicle admission during Show

Vehicle movement is strictly forbidden between 8:00am and 6:30pm on 9th, 10th, 11th of July, and no vehicle will be allowed entry to the Showground.

Vehicles with supplies will be admitted between 6:30pm and 7:30am on Friday, Saturday and Sunday. You will be asked to give a £100 cash deposit on the gate for each vehicle you wish to enter. This cash deposit will be returned to you upon leaving the Showground before 7:45am.

Even if you have parked your vehicle on the Showground during the Show for a number of years, you must inform the Society and apply for the appropriate pass. Do not assume we are aware of the location of all vehicles parked in previous years. We will not issue passes without an application.



Vehicle admission pre/post Show

Vehicles will only be admitted from Entrance 1 off the A249, and Entrance 6 off Scragged Oak Road.

Any vehicles which are not essential to setting up the stand should be left in the car park and exhibitors should walk to their stand. No vehicle should be parked and left unattended on a neighbouring stand at any time during build-up and Show hours.

Static vehicle pass

This is required for those vehicles that form an essential part of the stand and may be removed each night of the Show. Only one per stand will be issued (more may be granted for motor stands) and this should be applied for on the initial trade stand application form. Please note static vehicle passes are NOT guaranteed and will be issued at the discretion of the Society. The static vehicle pass must be displayed in the vehicle at all times and any vehicles found onsite without this pass may be liable to towing.



CONTACT US:

tradestands@kentshowground.co.uk

01622 633061

www.kcas.org.uk